

ABSTRACT OF THE DISCLOSURE

The invention produces a high-quality display, in which the occurrence of display variations is reduced, with low power consumption. One field is divided into subfields corresponding to the bits of gray scale data, and the period of each subfield is set in such a manner as to correspond to the weight of each bit. A pixel includes memories that store bits of the gray scale data, a selector that selects a memory that stores the bit corresponding to the subfield from among these memories, a closed loop of inverters, and a TFT that reads and latches the bits stored in the selected memory and that rewrites into the selected memory, and complementary switches that select, with respect to a pixel electrode, a voltage corresponding to an ON display signal or an OFF display signal in accordance with the bit read from the selected memory.